

The New York Times POLL

Nov. 18-21, 2011

Total N= 951

3. How important is it to you that the products you buy are made in the United States - very important, somewhat important, not very important or not at all important?

	Very	Somewhat	Not very	Not at all	DK/NA
11/18-21/11	52	34	8	6	1

4. How much do you think unemployment in this country is caused by products from U.S. companies being manufactured overseas - a lot, some, not much or not at all?

	A lot	Some	Not much	Not at all	DK/NA
11/18-21/11	58	29	7	2	3

5. How much responsibility do you think U.S. companies have to keep manufacturing jobs in the United States - a lot, some, not much or none at all?

	A lot	Some	Not much	Not at all	DK/NA
11/18-21/11	67	23	6	3	1

6. How much responsibility do you think U.S. companies have for the kind of labor practices and work conditions present in the factories overseas that manufacture their products - a lot, some, not much or none at all?

	A lot	Some	Not much	Not at all	DK/NA
11/18-21/11	57	26	10	3	4

26. Is your overall opinion of the technology company Apple very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

	Very favorable	Mostly favorable	Mostly unfavorable	Very unfavorable	Never heard of	DK/NA
12/12-1/9/07 ¹	17	54	6	2	3	18
11/18-21/11	31	46	6	2	2	14

1 Pew Research Center for the People & the Press Values Update Survey. Question read: (I'm going to name some major companies.)...Apple Computer...Is your overall opinion of...Apple Computer very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

27. Other than a specific product made by Apple, what would you say is the best thing about the company?

11/18-21/11

Technology	14
Products make life easier/user friendly	9
Innovative/creative	16
Products made in U.S.	1
Customer service	2
Product quality	8
Company reputation	4
Company management	1
Jobs	4
Profitable company	1
Advertising	2
Steve Jobs	3
Company gives back	-
Few computer viruses	1
Nothing	-
Other	2
DK/NA	33

28. Other than a specific product made by Apple, what would you say is the worst thing about the company?

11/18-21/11

Technology	4
Too expensive	14
Monopoly	5
Not made in U.S.	2
Bad customer service	1
Product quality	2
Company reputation	1
Not enough supply	-
Overseas labor practices	2
Frequent updates	1
Advertising	-
Steve Jobs	2
Company doesn't give back	-
Software not compatible	3
Nothing	2
Other	5
DK/NA	56
Total	

29. As far as you know, are most products made by Apple manufactured entirely in the U.S., entirely overseas, or are they manufactured partly here and partly overseas?

	Entirely here	Entirely overseas	Partly here/ partly overseas	DK/NA
11/18-21/11	6	13	52	29

Trend question- Roper Organization, Dec. 6 - 13, 1986: Some products we buy and use in this country are manufactured and assembled in the U.S., others are manufactured and assembled abroad, and still others are manufactured and assembled partly here and partly abroad. Here is a list of some different products. Would you read down that list, and for each one tell me whether you think the product sold under that name is made entirely in the U.S., or made entirely abroad, or made partly here and partly abroad?...Apple personal computers: 31- Entirely here, 14-Entirely abroad, 33-Partly here partly abroad, 22-Don't know.

45. These last few questions are for background only. Do you currently own any devices made by Apple, such as an iPhone, iPod, iPad, MacBook, or iMac?

	Yes	No	DKNA
11/18-21/11	46	53	1